

EAST Search History**EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	4259	((target\$3 customi\$6 personali\$6 tailor\$3 individual\$6 optim??\$5 focus?\$\$2) NEAR3 (adverti??\$5 advert\$1 commercials listing\$1 ((marketing commercial campaign) ADJ (information message\$1)) coupon\$1 incentive\$1 promot?\$\$2 promotion\$2 sponsor\$4)) WITH (geograph?\$\$5 locat?\$\$2 zone ((zip area) ADJ code\$1) State county residence MSA metro metropolitan)	US- PGPUB; USPAT	OR	OFF	2010/06/04 10:53
L2	128	1 SAME (RSS news newsfeed XML)	US- PGPUB; USPAT	OR	OFF	2010/06/04 10:54
L3	71	2 AND (@ad< "20031231" @rlad< "20031231" @prad< "20031231")	US- PGPUB; USPAT	OR	OFF	2010/06/04 10:54
L4	1	"20050165615".pn.	US- PGPUB; USPAT	OR	OFF	2010/06/04 10:58
L5	0	4 AND ((palm ADJ top) handheld (hand ADJ held) portable wireless pager\$1 PDA \$1 cell\$4 mobile handyphone)	US- PGPUB; USPAT	OR	OFF	2010/06/04 10:59
L6	9	2 SAME (RSS XML)	US- PGPUB; USPAT	OR	OFF	2010/06/04 11:01
L8	70	3 NOT 6	US- PGPUB; USPAT	OR	OFF	2010/06/04 11:40

EAST Search History (Interference)

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6/ 4/ 2010 11:51:42 AM

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\ Geog_targeting.wsp